Ronaldo crowned the most marketable footballer globally

London, 28/05/14 – Portugal's Cristiano Ronaldo is the most marketable footballer according to the latest rankings released today by global sports marketing research experts Repucom.

Argentina's Lionel Messi comes in second with a surprise entry from Spain's Gerard Piqué completing the top three.

The ranking was created using Repucom's Celebrity DBI tool which measures the perceptions of over 6,500 people in 13 international markets, representing the views of more than 1.5 billion people. As a result, the top 10 rankings illustrate a truly global identification of the most marketable players today.

Having won his second FIFA Ballon d'Or earlier in 2014, Cristiano Ronaldo has secured his place as the current best player and now as the most well-known and best 'trend-setting' footballer today.

Globally, 83.9% of people know of the Portuguese star and in markets such as Italy, Spain, Germany, Turkey and Argentina, this figure is above 95%. Ronaldo is also seen as the best trendsetter of all the players with 82.5% of people saying he reflects today's trends in society.

Four-time Ballon d'Or winner, Lionel Messi ranked in second and as the world's best paid player, with earnings of around \$27.5 million per year, the Argentine's endorsement and likeability scores continue to rank him highly.

Paul Smith, Founder and CEO of Repucom said: "With just over two weeks to go before the 2014 FIFA World Cup kicks off, the world's gaze is firmly on the competing teams and players. The World Cup is the most watched sporting event in the world and as such, big brands, official partners or otherwise, will and are using its global appeal to drive sales.

"Endorsements of celebrities and in this case footballers have an incredibly powerful way of doing just that creating an emotional connection with a brand. The star can raise awareness and create a buzz for brands and products at a time when breaking through the marketing clutter that surrounds such huge events is critical for commercial success.

"Ronaldo is an endorser's dream. His value is as important to the teams he plays for as they are for the companies that endorse him. Global awareness of Ronaldo is what drives his commercial power and with over 82 million facebook likes and 26 million Twitter followers, he is also one of the most liked in the business."

A surprise entry at number three is the Spanish defender Gerard Piqué. As a player, he has already won everything in the game including three UEFA Champions League trophies, two of which in consecutive years with two different clubs as well as the FIFA World Cup in 2010. His relationship with international music star Shakira has meant that the defender enjoys a heightened level of global public awareness. Over 58% of people know of Piqué globally and of them, over three quarters say they like him. In his native Spain, this figure is over 97% of the population.

Fernando Torres is another surprise inclusion. The Spaniard's global notoriety especially in markets like China have contributed to making him the third most recognized player globally. Other entries in the top 10 include Brazil's Neymar Jr, England's Wayne Rooney and Sweden's Zlatan Ibrahimovic.

-ENDS-

Notes to Editors

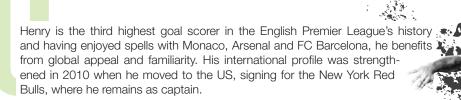
Repucom's Celebrity DBI measures the perceptions of 16-69 year olds in 13 markets including Argentina, Brazil, China, France, Germany, India, Italy, Mexico, Russia, Spain, Turkey, the UK and the US, representing the views of more than 1.5 billion people. In June 2014, this figure will increase as Repucom's Celebrity DBI launches into Japan and Australia.

Repucom's Celebrity DBI defines marketability by evaluating eight contributing attributes including the awareness, appeal, breakthrough, trendsetter influence, trust, endorsement and aspiration of and for the celebrity.

The tool currently monitors over 5,000 celebrities, including athletes, film and TV stars, musical performers, business leaders and personalities.

Rank	Player	DBI Score	Global Awareness	Facebook Likes* (May 2014)	Twitter Followers (May 2014)
1	Cristiano Ronaldo	79.49	83.87%	82M	26M
2	Lionel Messi	75.87	76.07%	57M	2M (inactive)
3	Gerard Piqué	62.90	58.08%	12M	8M
4	Fernando Torres	62.69	59.64%	3M	2M
5	Wayne Rooney	59.47	55.82%	20M	9M
6	Andrés Iniesta	59.47	52.82%	20M	9M
7	Neymar Jr	59.36	53.33%	22M	11M
8	Iker Casillas	59.09	49.43%	18M	1M
9	Zlatan Ibrahimovic	59.07	55.81%	15M	1M
10	Thierry Henry	57.56	51.62%	16M	300K

TOP 10 MOST MARKETABLE FOOTBALLERS IN THE WORLD



With the French national team, Henry has lifted the FIFA World Cup and European Championship and although now retired from international duty, he remains France's all-time leading goal scorer and is their second most capped player.

At 36 he may be nearing the end of his playing career, but his notoriety puts Henry into the top ten rankings. Known by 51.62% of people globally, he is, commercially speaking, still a major contender. Most recently he announced a multi-year partnership for Puma, estimated to be worth over \$1m per year, as his performance and lifestyle footwear and apparel sponsor.





Zlatan Ibrahimovic is the most marketable footballer not to be heading to Brazil for the 2014 FIFA World Cup, as his native Sweden failed to qualify for the tournament. The charismatic star is one of the most decorated players in the world at club level, having won a total of 10 league titles with six clubs in four countries including FC Barcelona, AC Milan and Paris Saint-Germain.

A talisman for club and country, outspoken Ibrahimovic is never far from the limelight and is almost as well known for his one-liners and self-confidence as for his titles. He is the sixth most famous footballer globally, and 74.67% of the people who know of him say that he is an influential voice in today's world. Major deals with Volvo and most recently Nike's 'Dare to Zlatan' campaign certainly prove his marketability. His Nike endorsement is estimated to be worth around \$3m per year.

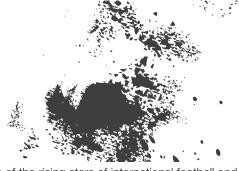




As captain of both Real Madrid and Spain, goalkeeper lker Casillas has won everything at international and domestic levels of the game. His playing position in goal is probably a key factor keeping him from ranking more highly.

The Spanish captain is the 15th most famous footballer globally, with just over 49% of people knowing of him. However, among those people that do know of him, Casillas ranks within the top three players globally in seven of the eight attributes against which a player's marketability is measured. Of that figure, over 83% say they find him appealing and more than 84% aspire to be like him. He is the second most trusted footballer globally and third most influential. These traits are reflected in the endorsements he has secured, the biggest of which is his deal with adidas estimated to be worth approximately \$1.5m per year.





At 22, Neymar is one of the rising stars of international football and the most famous Brazilian player globally. His big money move to FC Barcelona in May 2013 marked a giant leap in terms of his notoriety as a global superstar. Nike had already recognized his marketing clout in 2011 when the brand signed him to an 11-year endorsement deal worth today an estimated \$7m per year. Red Bull's sponsorship of the Brazilian is worth an estimated \$2m per year.

Neymar's flair, skill and technique are matched by his goal scoring ability for 2014 FIFA World Cup host nation Brazil, one of the world's best-known teams, for whom he has scored 30 goals in his first 47 matches. He is already a very influential spokesperson with over 81% of the 53.33% of people that know of him globally saying so.











DBI SCORE 62.69 TORRES

Although he has perhaps not shown the same winning form for his current club, Chelsea, that he did for Liverpool and Atlético Madrid previously, Fernando Torres is still a marketing force to be reckoned with on a global level. Almost 60% of people know of the striker, making him the third most recognized player globally.

Torres has won the European Championship twice as well as the FIFA World Cup and UEFA Champions League, and he has had major deals with adidas, worth an estimated \$1.5m per year, and Pepsi. Of those people that do know of him, 79% say he is an aspirational role model and 78% say he is an influential spokesperson. Appearances in music videos as well as cameo roles in films have also helped to show the player's appeal and commercial diversity.

liatura @ Nalaga Almaida /AED



Having lifted three UEFA Champions League trophies, two of which in consecutive years with two different club (Manchester United and FC Barcelona), Gerard Piqué boasts a large trophy cabinet which also includes the FIFA World Cup, one Premier League and four La Liga titles.

His relationship with international music star Shakira has meant that the defender enjoys a heightened level of global public awareness. Over 58% of people know of Piqué globally and of them, over three in four people say they like him. In his native Spain, this figure is over 97% of the population. One of the stars of Nike's new 'Risk Everything' campaign, Piqué often projects the image of a cheerful family man and this quality along with his fame boosts his marketability, making him an incredibly aspirational, influential and trusted public figure.

Picture © Miguel Medina/AFP







About Repucom

Repucom is a global leader in sports marketing research. Utilizing the leading technology and facilities for market research, media evaluation and commercial auditing, Repucom has created the industry's first global, full-service portfolio for sports marketing research and consultancy. The company provides a single, independent source of holistic market data and insights to help its clients achieve value in their marketing and sponsorship activities.

Since its founding in 2004, Repucom has become established as the research provider of choice for over 1,000 of the top rights holders, brands, agencies and broadcasters in sports and entertainment worldwide.

Repucom merged successfully with SPORT+MARKT in 2010 and later completed the acquisition of fellow industry pioneers IFM Sports, including IFM Sports Marketing Surveys.

In 2013, the companies were united under the Repucom brand, bringing together over 1,400 employees in 20 wholly-owned and operated offices worldwide. Later that year, Repucom acquired Milan-based sports marketing agency Immagine & Sport, which was renamed as Repucom Italia. The combined business draws on more than 25 years of experience and accumulated insights.

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